

PLAY IT AGAIN

Play it again is a new occasional section in the journal where we will re-publish quotes, gaffes, and immortal lines from both friends and foes of tobacco control. Please send any contributions to this page to Simon Chapman, Deputy Editor, at the address on the inside front cover. Please enclose an original version or photocopy of the sourced item.

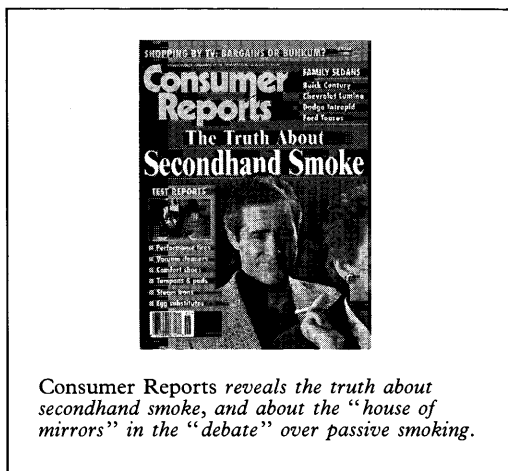
"How candidates vote is contingent on who contributes to their campaign, and usually nothing else."

Frank Bocchino, Editor of Tobacco International, in an editorial (1994;196:3).

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"To read this material is to enter a house of mirrors that endlessly reflects the same set of opinions, voiced by the same few people, again and again."

Consumer Reports (US), on the tobacco industry's criticisms of the US Environmental Protection Agency's report on environmental tobacco smoke. Source: *Secondhand smoke: Is it a hazard?* Consumer Reports 1995;January:27-33.



Consumer Reports reveals the truth about secondhand smoke, and about the "house of mirrors" in the "debate" over passive smoking.

"This transfer of anti-smoking technology has given the movement the skills of a sophisticated multinational in marketing terms."

Trevor King. *Destruction Inc. Inside the anti-smoking movement*. Tobacco International 1994;December:24.

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"WHO is able to spend a disproportionate amount of funds... on the health problems of the west (such as anti-smoking campaigns), rather than on the real health problems which lie mainly in under-developed countries."

Trevor King. *Destruction Inc. Inside the anti-smoking movement*. Tobacco International 1994;December:24 (after noting earlier that the World Health Organisation (WHO) has allocated just 0.2% of its 1994/95 budget on its Tobacco or Health programme)

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"They say Loews is run like a candy store, and that's the way we want to keep it."

Preston Robert Tisch, co-chairman and co-CEO (with his brother Laurence) of Loews Corporation, which includes Lorillard Tobacco Company. Source: *Horowitz J High on Loews*. World Traveler (Northwest Airlines) 1995; April:35-41.

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"If I could grow another mouth to smoke out of, I would."

Actor Johnny Depp, as quoted in: O'Regan M. NY restaurant owners are dreading telling their celeb clients to butt out. New York Daily News 1995; April 9.

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"I don't smoke. It's bad for you."

Sade, a real-life vampire in Melbourne, Australia, who drinks his partner's blood during sex (in response to the question, "What do you do afterwards, have a cigarette?"). Source: Fennell T. Interview with a (real) vampire. *Empire* (UK) 1995;February:71

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"Marlboro may be macho, but Camel has cojones - it's as plain as the nose on its face."

Leslie Savan. *The sponsored life*. Philadelphia: Temple University Press, 1994:103.

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"What we can do is adjust the properties of our products in such a way as to reduce the elements linked to alleged risk."

Dr Hinrich Elmenhorst, head of Science, Smoking and Health at Rothmans Cigaretten GmbH (Germany), in response to the question, "What should be the cigarette industry's stance on the alleged risks of smoking?" Source: Doolittle DE. *Pleasurable choice: From a preeminent scientist, a German perspective on smoking, health and science*. Tobacco Reporter 1995; March:26, 28.

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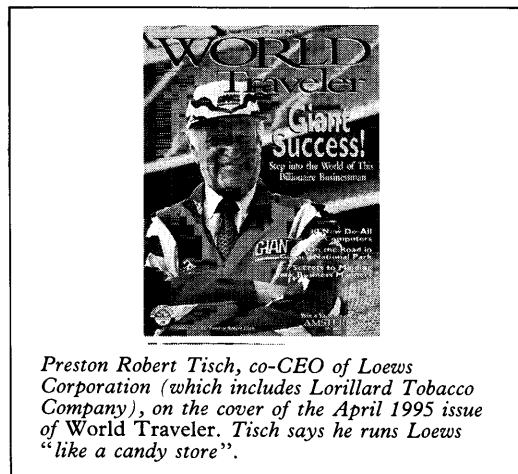
"It's very clear that you cannot be pro-life and be pro-tobacco. Tobacco is a major cause of abortions in America."

Dr Joe DiFranza, tobacco control researcher, in an interview on CNN Headline News (11 April 1995) regarding his research on maternal smoking, miscarriages, and infant deaths (published in the April 1995 issue of the *Journal of Family Practice*).

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"[Addiction] is, to a large extent, a self-serving label used by our opponents to explain the decisions of many consumers to continue to enjoy smoking."

David Chapman, Chief Executive Officer, WD & HO Wills (Australia) in evidence before the Australian Senate



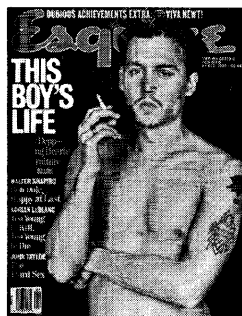
Preston Robert Tisch, co-CEO of Loews Corporation (which includes Lorillard Tobacco Company), on the cover of the April 1995 issue of *World Traveler*. Tisch says he runs Loews "like a candy store".

Community Affairs Reference Committee's inquiry into the tobacco industry. Hansard 1995 February 10;525.

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"I have not read it, and I will not, but most medical people do not agree with our position on causation."

David Chapman, Chief Executive Officer, WD & HO Wills (Australia) in evidence before the Australian Senate Community Affairs Reference Committee's enquiry into the tobacco industry, 10 February 1995. Chapman had just been asked to comment on a published statement by all members of the Australian tobacco industry's Australian Tobacco Research Foundation that: "The members of the scientific advisory committee are unanimous that smoking is an important causative factor in several major diseases."



Actor Johnny Depp (on the cover of the April 1995 issue of Esquire magazine): "If I could grow another mouth to smoke out of, I would."

Senator Lees: "Are you targeting children, do you believe, in sponsoring cricket?"

Mr Chapman: "No, we do not believe we are targeting children at all."

Senator Lees: "But McDonald's was a sponsor of cricket and they apparently put a lot of effort into all sorts of give-aways for children ... Are you suggesting that they got their market wrong, or have you got it wrong?"

Mr Chapman: "I cannot really comment on what McDonald's do. ... [C]ricket appeals to all ages, as I understand it - from kids of eight to people of 60."

Exchange from Australian Senate Community Affairs Reference Committee's enquiry into the tobacco industry, 10 February 1995.

Senator West: "At what age are most people taking up smoking?"

Mr Chapman: "I do not know that. As I said, we do not research people under the age of 18."

Senator Minchin: "Does your research on adults tell you what proportion of adult smokers took up the habit prior to turning 18?"

Mr Chapman: "I am not aware of that data."

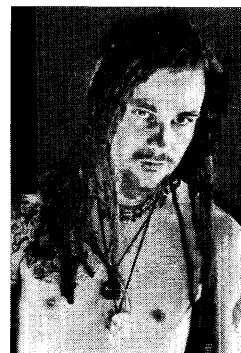
Exchange from Australian Senate Community Affairs Reference Committee's enquiry into the tobacco industry. (Hansard 1995 February 10; 537).

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"Sponsorship is not the same as advertising. It is an indirect form of communication for the purpose of creating goodwill and trademark awareness, whereas tobacco advertising has a direct selling message with product information for consumers."

Gary Krelle, General Manager, Rothmans of Pall Mall (Australia) in evidence before the Australian Senate Community Affairs Reference Committee's enquiry into the tobacco industry. (Hansard 1995 February 10;591.)

Jason Couch, Empire, February 1995



Sade, a real-life vampire who drinks his partner's blood during sex: "I don't smoke. It's bad for you."

"The packet has become an ever more important instrument for all kinds of event marketing and promotional activities."

Ulrich Schmermund, CEO of German machinery manufacturer Maschinenfabrik Alfred Schmermund GmbH & Company. Source: Quest for quality. Tobacco Reporter 1995; March: 32-5. (See Tobacco Control 1995; 4: 80-6 for an article on plain (generic) packaging.)